

Commercial Analysts Co.
211 East 43rd St.
New York, NY 10017

LIGHTER STUDY
YELLOW QUESTIONNAIRE
FOR NON-SMOKER

Job #3838
December, 1981

(1-4)

TIME STARTED: _____

5-2

2. According to a list I was given, you sent in a post card from a Merit cigarettes offer. Do you remember sending in such a card?

Yes 6-1 (ASK Q. 3)
No -2 (SKIP TO Q. 4)

3. We will be sending you the gift as promised, but I wonder, how did you happen to get this card to send in?

7-
8-
9-
10-
11-
12-

(SKIP TO CLASSIFICATION)

4. The card promised a gift, and we will be sending you one. But we wonder how it happened that a card came with your name on it?

13-
14-
15-
16-
17-
18-

CLASSIFICATION

19-
20-
21-67

And just a few questions for classification purposes only.

- A. What was the last grade of school you completed -- was it high school, grade school, or what? (RECORD BELOW)

(DON'T READ) High school (grades 9-12) 68-1 (ASK Q. B)
Grade school (grades 1-8) -2 (SKIP TO Q. G)
(DON'T READ) College -3 (SKIP TO Q. C)
(DON'T READ) Graduate school -4 (SKIP TO Q. G)
(DON'T READ) Other (SPECIFY) (e.g. Trade School) _____
(DON'T READ) Refused -y (SKIP TO Q. D)

- B. Did you graduate high school?

(DON'T READ) Yes 69-1
(DON'T READ) No -2 (SKIP TO Q. G)
(DON'T READ) Refused -y

- C. Did you. . . (READ LIST)

(DON'T READ) Graduate a 2 year college 70-1
(DON'T READ) Graduate a 4 year college -2 (SKIP TO Q. G)
(DON'T READ) Complete some college -3
(DON'T READ) or Attend graduate school -4
(DON'T READ) Refused -y

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D. Did you graduate high school?

Yes 71-1 (ASK Q. E)
 No -2 (SKIP TO Q. G)
 (DON'T READ) Refused -y

E. Did you attend college?

Yes 72-1 (ASK Q. F)
 No -2 (SKIP TO Q. G)
 (DON'T READ) Refused -y

F. Did you graduate college?

Yes 73-1
 No -2
 (DON'T READ) Refused -y

G. Finally, what is your total annual family income before taxes? Is it under \$20,000, or \$20,000 and over?

Under \$20,000 74-1 (ASK Q. H)
 \$20,000 and over -2 (SKIP TO Q. I)
 Don't know -x (SKIP TO Q. I)
 Refused -y (END)

H. Is that under \$10,000; or \$10,000 and over?

Under \$10,000 75-1
 \$10,000 to \$19,999 -2 (SKIP TO Q. I)
 Don't know -x (END)
 Refused -y

I. Is that between \$20,000 and \$30,000; between \$30,000 and \$50,000; or \$50,000 and over?

\$20,000 to \$29,999 76-1
 \$30,000 to \$49,999 -2
 \$50,000 and over -3
 Don't know -x
 Refused -y

Just to be sure we have it right, your name is: _____

Your address is: _____

Zip _____

RECORD FROM CARD:

Age 18-24 77-1
 25-34 -2
 35-44 -3
 45+ -4

Sex Male 78-1
 Female -2

Packing

Kings Regular 79-1
 Kings Menthol -2
 100's Regular -3
 100's Menthol -4
 Ultra Lights Kings Regular -5
 Ultra Lights Kings Menthol -6
 Ultra Lights 100's Regular -7
 Ultra Lights 100's Menthol -8

Thank you for your cooperation.

(MARK CARD "INTERVIEWED NON SMOKER")

TIME ENDED: _____

80-2

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